

## REMARKS

Claims 1-29 are presented for consideration, with 1, 3 and 7 being independent.

Editorial changes have been made to selected claims. In addition, the specification and abstract have been reviewed and amended to correct minor informalities and improve their idiomatic English form.

Claims 1, 2, 7-9, 11, 12, 14, 15, 17, 24, 26, 27 and 29 are rejected under 35 U.S.C. §102(e) as allegedly being anticipated by the Gothard publication (2003/0214498).

Claims 18, 20, 21 and 23 are rejected under 35 U.S.C. §103 as allegedly being obvious over Gothard. In addition, Claims 3-6, 10, 13, 16, 19, 22, 25 and 28 are rejected as allegedly being obvious over Gothard in view of Meisner '426. These rejections are respectfully traversed.

Claim 1 of Applicant's invention relates to an image display apparatus having a flat type image display panel and a casing that supports the image display panel. The apparatus includes a recording/reproducing unit, and a transport structure that supports a storage medium substantially in parallel with a panel face of the image display panel within the casing and projects the storage medium from the casing. As claimed, the transport structure changes an arrangement direction of the storage medium such that the arrangement direction of the storage medium supported within the casing and the arrangement direction of the storage medium projected from the casing are different.

Claim 3 relates to an image display apparatus having a flat type image display panel and a casing that supports the image display panel. The apparatus comprises a recording/reproducing unit that conducts writing or reading with respect to a plate-like storage medium, a transport structure that supports the storage medium substantially in parallel with a panel face of the image display panel within the casing and projects the storage medium from the

casing, and a moving structure for relatively moving a peripheral device attached to the casing with respect to the casing. As recited, the moving structure can relatively move a peripheral device placed at a position where the peripheral device interferes with the storage medium when the storage medium is projected from the casing to a position where the peripheral device does not interfere when the storage medium is projected.

In Claim 7 an image display apparatus having a flat type image display panel and a casing that supports the image display panel comprises a recording/reproducing unit that conducts writing or reading with respect to a plate-like storage medium, and a transport structure. The transport structure supports the storage medium substantially in parallel with a panel face of the image display panel within the casing and at a position where the storage medium is not superimposed on the image display panel, and projects the storage medium from the casing.

In accordance with Applicant's claimed invention, an improved image display apparatus with flat type image display panel can be provided.

The Gothard publication relates to a display system that includes a housing 10 provided with a front panel 16 and housing a flat screen display (see Figure 1). The Office Action reads Gothard to include a recording/reproducing unit 30 and a transport structure that supports the storage medium in the manner set forth in independent Claims 1 and 7.

In response to this reading, it is respectfully submitted that in Gothard reference numeral 30 merely represents a pocket within the housing 10. It is disclosed that the pocket could receive a recording or a playback member (see paragraph 46, lines 1-5). It is respectfully submitted, however, that Gothard provides nothing in the way of a transport structure to support anything, and thus cannot be said to teach or suggest a transport structure that

can change an arrangement direction of a storage medium as set forth in Claim 1 or support a storage medium as set forth in Claim 7.

Accordingly, it is submitted that Gothard fails to anticipate or render obvious Applicant's invention as set forth in independent Claims 1 or 7, and therefore reconsideration and withdrawal of the rejections of Claims 1, 2, 7-9, 11, 12, 14, 15, 17, 24, 26, 27 and 29 under 35 U.S.C. §102 and Claims 18, 20, 21 and 23 under 35 U.S.C. §103 is respectfully requested.

With respect to independent Claim 3, the Office Action acknowledges that the Gothard publication fails to teach a moving structure for relatively moving a peripheral device attached to the casing. The secondary citation to Meisner is cited to compensate for this deficiency.

In Meisner, a cabinet 10 includes a portable television and is provided with swingable doors 13 and 17. The doors contain loud speakers.

With respect to Claim 3, Gothard similarly fails to teach or suggest a transport structure that supports a storage medium to be substantially in parallel with a panel face of the image display panel and projects the storage medium from the casing. As discussed above, Gothard merely discloses a pocket capable of receiving equipment. Therefore, without conceding the propriety of combining Gothard and Meisner in the manner proposed in the Office Action, such a combination still fails to teach or suggest Claim 3 of Applicant's invention. Accordingly, reconsideration and withdrawal of the rejection of Claims 3-6, 10, 13, 16, 19, 22, 25 and 28 under 35 U.S.C. §103 is respectfully requested.

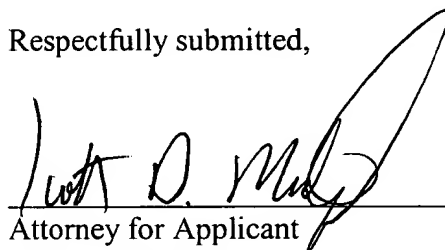
Accordingly, it is submitted that Applicant's invention as set forth in independent Claims 1, 3 and 7 is patentable over the cited art. In addition, dependent Claims 2,

4-6 and 8-29 set forth additional features of Applicant's invention. Independent consideration of the dependent claims is respectfully requested.

In view of the foregoing, reconsideration and allowance of this application is deemed to be in order and such action is respectfully requested.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Scott D. Malpede", is written over a horizontal line.

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